



Weborama: 11% growth in the 1st half of 2017

Press release, Paris, 20 July 2017

Consolidated revenue for Weborama in the 1st six months of 2017 stood at €15,022 K, an increase of 10.7% on the figure of €13,571 K, recorded for the same period in 2016.

International business continues to grow and accounts for 70% of the group's total turnover.

The launch of activities in the US, which began at the start of 2016, continues intensively, opening up a large area of growth.

This growth is driven by the Data Strategy business, which gained many customers in the first half of the year: EDF, MAIF, Pernod Ricard, Medela, Endesa, Findus, Yetton, Moschino...

Weborama provides technological and scientific tools for improving consumer knowledge. The DMP collects, organises and segments client data. Data Science enables a better understanding of brand territories (BigFish) and has the capacity to transform the insights obtained into planning, thanks to the database (BigSea).

The continuation of constant investments in data science during the first half of the year allowed the company to take a new direction:

- BigFish, Weborama's semantic engine, which uses automatic language processing to create brand taxonomies (advertisers and publishers), is now available in a dozen languages, including English, German and Mandarin.
- Investments in the scalability of the architecture and in the acquisition of raw data from a broader network of partners have allowed Weborama to continue to grow its database of behavioural profiles both quantitatively and qualitatively.

The company's goal for 2017 is to exceed the billion anonymous profiles threshold in 2017. BigSea is now available in new countries (US, UK, Germany). The continued development of this unique asset makes Weborama a leading player, opening key markets where the company supports international groups in their data strategy on a now global scale.



Weborama is a world Data Science leader, focused on customer knowledge and data management technologies. We support companies striving to innovate and optimise their marketing strategy (data strategy) and to increase the relevance and effectiveness of their communication (data advertising). Weborama provides tools and methodologies designed to organise, enhance and develop companies' data assets with a view to implementing the best operational, innovative and varied solutions.

Weborama offers a number of proprietary technologies - particularly a Data Management Platform (DMP) - derived from an independent behavioural database (BigSea), one of the largest in the world (900 million profiles, including over 100 million within France). Our solutions are based on an exclusive Data Science, different from contextual approaches, which combines Natural Language Processing and Machine Learning to bring together and organise lexical data in the Big Data environment. Qualification of the content obtained provides unique insights and the use of the resulting user profiles proves to be a powerful performance lever for our clients.

We empower our clients by encouraging them to take ownership of the performance vectors provided by our technologies and algorithms. We help them to secure their data and ensure strict respect of the right to privacy.

Listed on Alternext in Paris, Weborama operates in some thirty countries out of eight offices - Paris, London, Madrid, Moscow, Milan, Mexico, Amsterdam and Lisbon - supported by a team of 235 people. As a research organization certified in France, Weborama is also a member of the BPI France Excellence Club, from which it received the "Innovative Business" label.

For further information: www.weborama.com